

REP HEADLINE# 6297837  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG24/12 17.42  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #

AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20003

ORDER # CONTRACT # 6297837 CLASS: NATL. LOCAL REGIONAL

PREDCT PRIORITIES USA ACTION EST#1522 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP3/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG24/12 17.42

REP: NEW ORDER  
TOTAL \$10,850.00  
PLEASE CONFIRM  
THANKS BEN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION



401  
8/21

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

AGENCY ADVERTISER CODE = 321  
AGENCY PRODUCT CODE = 340  
AGENCY EST# = 1522

|   |  |  |           |    |  |            |      |      |   |  |     |   |
|---|--|--|-----------|----|--|------------|------|------|---|--|-----|---|
| 1 |  |  | 530P-600P | 60 |  | \$1,850.00 | 8/28 | 8/28 | 1 |  | TUE | 1 |
|---|--|--|-----------|----|--|------------|------|------|---|--|-----|---|

PROGRAM : NWSCH8 @5:30P  
CON COM1: NWSCH8 @5:30P

|   |  |  |           |    |  |            |      |      |   |  |     |   |
|---|--|--|-----------|----|--|------------|------|------|---|--|-----|---|
| 2 |  |  | 630P-700P | 60 |  | \$9,000.00 | 8/29 | 8/29 | 1 |  | WED | 1 |
|---|--|--|-----------|----|--|------------|------|------|---|--|-----|---|

PROGRAM : NWSCH  
CON COM1: NWSCH

8/28/12 HRC (CS)

REP HEADLINE# 6027337  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG24/12 17.42  
 \*\*\* WFLA-TV \*\*\*

| LINE#                   | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------------------------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| SEP/12                  |     |    | 10850.00    |      |     |      |            |          |          |           |      |           |
| CONTRACT TOTAL 10850.00 |     |    |             |      |     |      |            |          |          |           |      |           |
| TOTAL SPOTS 2           |     |    |             |      |     |      |            |          |          |           |      |           |

MARKET TOTALS \$75,850 WFLA 14% WFTS 18% WTSP 14% WTVT 13% WTOG 14% WTTA 7% WMOR 15%  
 WMOX 0% WXPX 0% WWSB 5% CABL 0%

SHARES ARE ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI BOOKS- AUG/12  
 DEMOS- RA35+\*

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 756 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

|                    |                              |                          |                |                    |                    |
|--------------------|------------------------------|--------------------------|----------------|--------------------|--------------------|
| Client:            | Priorities Usa Action/ Issue | Submission Cost:         | 10850          | Campaign Ref:      | E:120827003        |
| Buyer:             |                              | Client/Product/Estimate: | 321 /340 /1522 | Sales Rep:         | HRP Washington, DC |
| Schedule Dates:    | 08/27/12 to 09/03/12         | Weeks:                   | 2              | Order Ref:         | 06297837           |
| Est./PO Number:    | 06297837                     | Contract type:           | Political      | Business Type:     | POLITICAL          |
| Associated Copies: | No                           |                          |                | Business Category: | Transactional      |

|              |                      |                |      |             |                          |
|--------------|----------------------|----------------|------|-------------|--------------------------|
| Product:     | Priorities Usa Actio | Booking Group: | WFLA | Key Market: | Tampa-St. Petersburg, FL |
| Demographic: | (L) Household        | Order:         |      |             |                          |

| Ref                                   | Sales Product Details                  | Rev Type | Rate | Spot Type | 08/27 | 09/03 | Total | Cost |
|---------------------------------------|--|----------|------|-----------|-------|-------|-------|------|
| 1                                     | M-F 530p News                          | 03       | 1850 | 60        | 1     |       | 1     | 1850 |
|                                       | T.....                                 |          |      | Comme     |       |       |       |      |
| 2                                     | M-F 630p ET / 530p CT NBC Nightly News | 02       | 9000 | 60        | 1     |       | 1     | 9000 |
|                                       | W....                                  |          |      | Comme     |       |       |       |      |
| Weekly Totals: Total Spots(Ord Spots) |  |          |      |           | 2     |       | 2     |      |

|              |       |       |       |                  |  |  |  |
|--------------|-------|-------|-------|------------------|--|--|--|
| Grand Totals |       |       |       | Month 9 Weeks: 5 |  |  |  |
| Totals       |       | 08/27 | 09/03 |                  |  |  |  |
| Spots        | 2     |       |       |                  |  |  |  |
| Cost         | 10850 |       |       |                  |  |  |  |

|               |                        |
|---------------|------------------------|
| Grand Totals: | Spots: 2               |
|               | Gross Total: 10,850.00 |
|               | Commission: 1,627.50   |
|               | Net Total: 9,222.50    |



**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 09/30/12 E:120827003  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032696  
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3  
SCHEDULE DATES 8/27/12- 9/03/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 321 /340 /1522  
Desc: 06297837

| SCHEDULE                          |       | ACTUAL BROADCAST     |  | RECONCILIATION  |                      |
|-----------------------------------|-------|----------------------|--|-----------------|----------------------|
| DESCRIPTION                       | PRICE | RT/SS# PER           | DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION | PRICE           | REMARKS DEBIT/CREDIT |
| M-F 530p News                     |       |                      | *WFLA  | 1:00 Commercial |                      |
| 1850.00                           | 1 1   | 8/28 TU 05:46P 01:00 | PRATV1203  | 1850.00         |                      |
| M-F 630p ET / 530p CT NBC Nigh    |       |                      | *WFLA  | 1:00 Commercial |                      |
| 9000.00                           | 2 1   | 8/29 WE 06:59P 01:00 | PRATV1203  | 9000.00         |                      |
| Total Airtime Gross Spot Revenue: |       |                      | 10,850.00  |                 |                      |

PERIOD COST 10,850.00

2 Total Units  
ACTUAL GROSS BILLING 10,850.00  
AGENCY COMMISSION 1,627.50  
NET DUE 9,222.50  
SUB-TOTALS Debits .00 Credits .00  
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER PRODUCT  
Priorities Usa Action/ Issue Priorities Usa Actio

INVOICE NUMBER 0100032696  
BROADCAST MONTH 08/27/2012 - 09/30  
AMOUNT DUE 9,222.50

REMIT TO:

\*00230

000021725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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